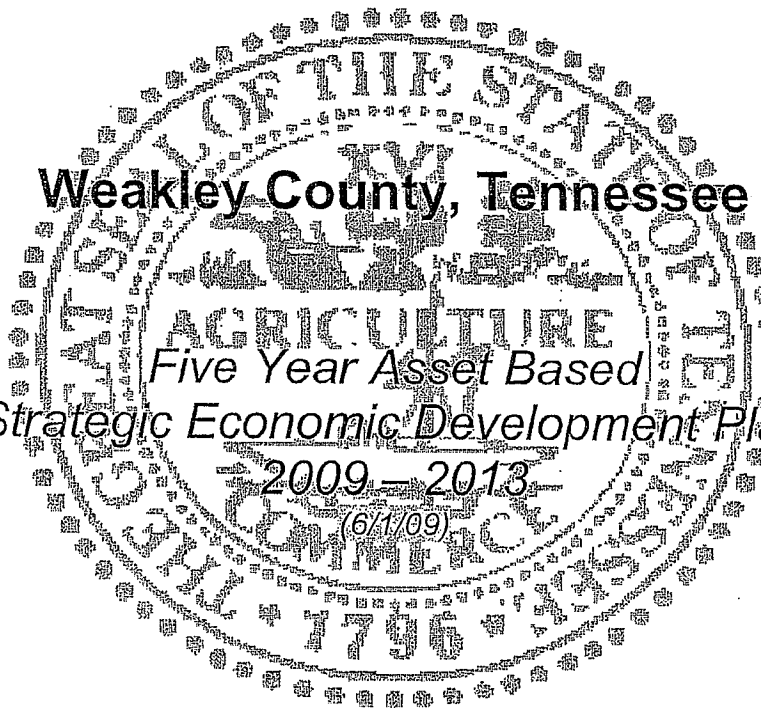


**Weakley County, Tennessee**

*Five Year Asset Based  
Strategic Economic Development Plan  
2009 – 2013  
(6/1/09)*



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Weakley County, Tennessee  
*2008-2009 Three-Star Program*

**Weakley County  
Five Year Strategic Plan**

Planning and Infrastructure Development	Goal: Effectively manage growth in Weakley County					
	2009	2010	2011	2012	2013	Responsibility
<b>OBJECTIVE:</b> Determine the appropriateness of a land use plan for Weakley County.  <i>Strategic Action Steps:</i> <ul style="list-style-type: none"> <li>Consider approval of the study committee's recommendations</li> <li>Make recommendation to the Co. Commission to develop a Weakley County Planning Commission.</li> </ul>	X					HEED Committee & Board of Commissioners
<b>OBJECTIVE:</b> Work with neighboring counties on infrastructure needs to achieve more economic development that will positively impact Weakley Co.  <i>Strategic Action Steps:</i> <ul style="list-style-type: none"> <li>Work with Obion County and Weakley County's Local, State and Federal legislative bodies to further the development and construction of I-69.</li> <li>Work with Martin and Union City officials to expand the Everett-Stewart Airport.</li> </ul>	X	X	X	X		
	X	X	X	X		WCEDB; City of Martin

SMART Actions: Specific, Measurable, Achievable, Realistic, Time-bound

<b>WHAT</b> (Goal)	Effectively manage growth in Weakley County
<b>OBJECTIVE</b>	Work with neighboring counties on infrastructure needs to achieve more economic development to positively impact W.C.
<b>HOW</b> (Action Strategy)	W.C. Government & City of Martin partner with Obion County government for Everett Stewart Airport runway extension . City of Martin & W.C. & Obion County Commission and Legislators through out the state work to develop & construct I I-69 corridor to Martin.
<b>WHO</b> (Owner)	W.C. Government ; Obion Co. Government City of Martin; W.C.E.D.B. State & Local Legislators
<b>WHEN</b> (Milestones)	Ongoing projects with State & Federal Government agree & obtain funding.
<b>MEASURES</b> (How will you know?)	When all documents are signed.
<b>RESOURCES</b> (What will you need?)	State, Federal ; Regional & Local funding
✓ (Do you have?)	

**Weakley County  
Five Year Strategic Plan**

Community Development	Goal: To be a strong, vibrant community					
	2009	2010	2011	2012	2013	Responsibility
<p><b><u>OBJECTIVE:</u></b> Revitalize community downtowns.</p> <p><i>Strategic Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Establish a TIF District in Martin</li> <li>• Maintain beautification programs in Dresden, Gleason, Greenfield, Martin and Sharon.</li> </ul> <p><b><u>OBJECTIVE:</u></b> Promote community pride in our towns.</p> <p><i>Strategic Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Increase attendance to the community festivals.</li> <li>• Increase volunteer participation in the community festivals.</li> <li>• Pass ordinances to promote a cleaner community.</li> </ul>	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>Weakley County Government; City of Martin ; Dresden, Gleason, Greenfield, &amp; Sharon</p> <p>Each Town ; Weakley County Chamber :</p>

SMART Actions: Specific, Measurable, Achievable, Realistic, Time-bound

<b>WHAT</b> (Goal)	To be a strong, vibrant community
<b>OBJECTIVE</b>	Continue to revitalize each downtown area and promote beautification programs.
<b>HOW</b> (Action Strategy)	Work to establish TIF district for retail area Martin. Recruit businesses. Better promote programs for beautification in each town.
<b>WHO</b> (Owner)	City of Martin & County Government for TIF Each City: Dresden, Martin, Gleason, Greenfield; Martin & Sharon.
<b>WHEN</b> (Milestones)	Ongoing
<b>MEASURES</b> (How will you know?)	When TIF is granted for Martin and for other requesting entities.
<b>RESOURCES</b> (What will you need?)	Co-operation from County & City Governments, funding & marketing tools.
✓ (Do you have?)	

**Weakley County  
Five Year Strategic Plan**

Leadership Development	Goal: Provide education/training opportunities for current and future leaders in Weakley County					
	2009	2010	2011	2012	2013	Responsibility
<p><b>OBJECTIVE:</b> Keep the Leadership Weakley County program current.</p> <p><i>Strategic Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Director to attend training opportunities through TACL, etc. regarding implementation of leadership programs</li> <li>• Survey participants to get ideas on changes or innovative ways to keep the program fresh.</li> <li>• Meet 1 or 2 times a year with alumni to focus on continuous improvement.</li> </ul>	X	X	X	X	X	Barbara Virgin, Chamber Director Coordinator of particular sessions Chamber Leadership committee

SMART Actions: Specific, Measurable, Achievable, Realistic, Time-bound

<b>WHAT</b> (Goal)	Provide education/training opportunities for current and future leaders in Weakley County.
<b>OBJECTIVE</b>	Keep the Leadership Weakley County program current.
<b>HOW</b> (Action Strategy)	Director to attend training opportunities through TACL, etc. regarding implementation of leadership programs
<b>WHO</b> (Owner)	Barbara Virgin, Chamber Director
<b>WHEN</b> (Milestones)	Fall of 2009
<b>MEASURES</b> (How will you know?)	Implementation of new ideas.
<b>RESOURCES</b> (What will you need?)	Grant opportunities to attend conference.
✓ (Do you have?)	



**Weakley County  
Five Year Strategic Plan**

Economic Development	Goal: Increase per capita income through job retention and creation					
	2009	2010	2011	2012	2013	Responsibility
<p><b><u>OBJECTIVE:</u></b> Market community in an effort to attract new business and industry.</p> <p><i>Strategic Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Use available funding to fund capital items needed to attract and retain business and industry.</li> <li>• Market the existing spec building and other available bldgs.</li> <li>• Make plans for construction of another spec building upon occupancy of the existing building.</li> </ul> <p><b><u>OBJECTIVE:</u></b> Aggressively recruit more retail businesses to the county.</p> <p><i>Strategic Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Membership to ICSC and attend Idea Exchange.</li> <li>• Work with existing businesses for expansion.</li> </ul> <p><b><u>OBJECTIVE:</u></b> Address needs of existing industry.</p> <p><i>Strategic Action Steps:</i></p> <ul style="list-style-type: none"> <li>• Conduct quarterly visits with existing industry.</li> <li>• Contact corporate headquarters to strengthen and retain their business in Weakley County</li> </ul>	<p>X</p> <p>X</p> <p></p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p></p> <p></p> <p>X</p> <p></p> <p>X</p>		<p>Weakley County Economic Development Board Weakley County Chamber</p> <p>Weakley County Economic Development Board</p> <p>Weakley Co. Chamber and Weakley County Economic Development Board</p> <p>Weakley Co. Economic Development Board</p>

SMART Actions: Specific, Measurable, Achievable, Realistic, Time-bound

<b>WHAT</b> (Goal)	Increase per capita income through job retention and creation.
<b>OBJECTIVE</b>	Market and aggressively recruit business, industry and promote entrepreneurship by communication with developers and site searches.
<b>HOW</b> (Action Strategy)	Attend retail exchanges & meetings, contact potential prospects and developers when criteria and qualifications are met. Assure criteria, infrastructure and funding are available to negotiate.
<b>WHO</b> (Owner)	W.C.E.B.D. City Officials W.C.Chamber
<b>WHEN</b> (Milestones)	Retention of business, industry & workforce produce stronger economy and employment rate.
<b>MEASURES</b> (How will you know?)	When deals are completed.
<b>RESOURCES</b> (What will you need?)	Funding, contacts and resources.
✓ (Do you have?)	

<b>OBJECTIVE:</b> Increase the participation in the Tennessee Scholars Program.						
<b>Strategic Action Steps:</b> <ul style="list-style-type: none"> <li>• Educate the community on the importance of the TSP</li> <li>• Encourage all Middle School Students to pursue more rigorous courses in High School to be better prepared for tech schools, military, college or the workplace.</li> </ul>	X X	X X	X X			Weakley County Schools, Education Edge; W.C. E.D.B. , Weakley County Chamber
<b>OBJECTIVE:</b> Participate in the Tennessee P-16 program.						
<b>Strategic Action Steps:</b> <ul style="list-style-type: none"> <li>• Partner with Dyer County, Dyersburg State, Weakley County Schools and UTM to develop a local P-16 council.</li> </ul>	X	X	X			Weakley County Schools, Education Edge; W.C. E.D.B. , Weakley County Chamber
<b>OBJECTIVE:</b> Meet or exceed the state average ACT score.						
<b>Strategic Action Steps:</b> <ul style="list-style-type: none"> <li>• Implementing A+ Curriculum at all high schools</li> <li>• Increasing ACT Prep classes at all high schools.</li> <li>• Emphasize more " rigor and relevance" within high school curriculum</li> <li>• Increase availability of distance learning, dual enrollment &amp; online opportunities</li> <li>• Graduation requirements shall increase with 09-2010 school year</li> </ul>	X	X	X			

SMART Actions: Specific, Measurable, Achievable, Realistic, Time-bound

<b>WHAT</b> (Goal)	To provide Weakley County citizens the opportunity to become a productive employee.
<b>OBJECTIVE</b>	Increase Stronger Workforce thru intense education of citizens to produce a better educated workforce.
<b>HOW</b> (Action Strategy)	Increase participation in in Diploma Project, P-16, & TN Scholars, through local education system, UTM, Tech Centers & colleges.
<b>WHO</b> (Owner)	W.C. Schools, Education Edge, TN Scholars Steering Committee
<b>WHEN</b> (Milestones)	Educational facilities work together to form a unified program.
<b>MEASURES</b> (How will you know?)	When GPA, Composite scores increase & college drop out rate decreases.
<b>RESOURCES</b> (What will you need?)	Funding to retain & recruit higher skilled educators , dedicated community leaders & citizens to strengthen the workforce.
✓ (Do you have?)	